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Consumer Electronics in Egypt

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Abstracts

Consumer Electronics in Egypt

SUMMARY

Consumer Electronics in Egypt industry profile provides top-line qualitative and quantitative summary information including: market size (value 2014-18, and forecast to 2023). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

KEY HIGHLIGHTS

The Electrical and Electronics Retail market is comprised of the sales of communications equipment, computer hardware and software, consumer electronics, household appliances, and photographic equipment. Communications equipment includes retail sales only of answer machines, fax machines, fixed-line telephones, mobile phone accessories and mobile phones. Computer hardware and software includes retail sales only of desktops and laptop computers, software, memory sticks, CD packs, hard disks and other data storage devices, computer peripherals, PDAs, organizers, calculators, and satellite navigation systems. Consumer electronics includes retail sales of CD players, DVD players and recorders, hi-fi systems, home theatres, in-car entertainment systems, portable digital radios, radios, televisions and video recorders, home use and portable games consoles. Household appliances includes major domestic appliances (air conditioners, dishwashers, dryers, freezers, hobs and extractors, microwave ovens, refrigerators, stoves, vacuum cleaners and washing machines) plus minor domestic appliances (blenders, coffee machines, deep fryers, food processors, grills, hair products, hair trimmers, curling tongs, razors, hand-held mixers, irons, juicers, kettles, stand

mixers, toasters, sun lamps and fans). Photographic equipment includes camcorders, cameras, projectors, camera and camcorder accessories, binoculars and telescopes. The market is valued at retail selling price (RSP) with any currency conversions calculated using constant 2018 annual average exchange rates.

The Egyptian consumer electronics market had total revenues of $5.0bn in 2018, representing a compound annual growth rate (CAGR) of 13.7% between 2014 and 2018.

The communications equipment segment was the market's most lucrative in 2018, with total revenues of $2.7bn, equivalent to 53.4% of the market's overall value.

Sales of smartphones were the leading growth-driver, with demand powered largely by the country's youth demographic, which constitutes over half of the population.

SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the consumer electronics market in Egypt

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the consumer electronics market in Egypt

Leading company profiles reveal details of key consumer electronics market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Egypt consumer electronics market with five year forecasts

REASONS TO BUY

What was the size of the Egypt consumer electronics market by value in 2018?

What will be the size of the Egypt consumer electronics market in 2023?

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What factors are affecting the strength of competition in the Egypt consumer electronics market?

How has the market performed over the last five years?

What are the main segments that make up Egypt's consumer electronics market?

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